

# INFORMATION LETTER

Not for  
Publication

NATIONAL CANNERS ASSOCIATION

For Members  
Only

NO. 1690

Washington, D. C.

July 19, 1958

## N.C.A. Files Proposal on DDT Tolerance Order

The N.C.A. on July 11 filed with the Food and Drug Administration a request that the proposed zero tolerance for residues of DDT on sweet corn forage (see INFORMATION LETTER of April 26, page 149, May 17, page 163, and June 7, page 185) be changed to a 5 ppm tolerance for sweet corn cannery ensilage. This request was supported by a memorandum summarizing results of a survey by the N.C.A. of all corn canner members.

The survey indicated that ensilage containing no more than 5 ppm of DDT residues could safely be fed in conjunction with other supplements to meat animals up to 60 days before slaughter. The survey also disclosed that the ensilage of most sweet corn cannery members is within the 5 ppm tolerance.

FDA officials have indicated that the final amendment will probably be published by August 15.

The text of the N.C.A. letter of comment is on page 226.

## Small Business Administration Is Made A Permanent Agency

The Small Business Administration is made a permanent federal agency, with more lending authority than before, under terms of a bill, H. R. 7693, on which Congress completed action last week.

House and Senate conferees agreed to extend the life of the agency indefinitely, as provided in House action last year, rather than for a specified number of years, as voted by the Senate. The conference report on the

bill, compromising differences between the House and Senate actions, was adopted by the House July 10 and by the Senate July 11 and sent to the President.

The SBA was established by Congress in 1953 as a successor to the RFC, which has since been abolished. SBA activities are designed to help small business gain access to adequate capital and credit, obtain a fair share of government procurement, and obtain competent managerial and technical assistance.

### LENDING AUTHORITY

The legislation continues the SBA's authorization to make loans to small business concerns "to finance plant construction, conversion, or expansion, including the acquisition of land; or to finance the acquisition of equipment, facilities, machinery, supplies, or materials; or to supply such concerns with working capital to be used in the manufacture of articles, equipment, supplies, or materials for war, defense, or civilian production or as may be necessary to insure a well-balanced national economy." Such loans may be made directly by SBA or in participation with banks or other lending institutions.

The legislation raises the maximum on any one loan from \$250,000 to \$350,000, and raises SBA's aggregate lending authority from \$230 million to \$500 million. The maximum interest rate on SBA's share of any such loan would be 5½ percent.

**Disaster loans**—The legislation continues the SBA's authority to make disaster loans to small business concerns which suffer economic injury as a result of drought or excessive rainfall or floods or other catastrophes.

**Loan Policy Board**—The SBA's loan policies will continue to be fixed by its Loan Policy Board, consisting of the SBA Administrator as chairman and the Secretary of the Treasury and Secretary of Commerce. The House had voted to create a larger group which would include small business representatives and be advisory rather

## Samples of Members' Products for Canned Foods Exhibit

Samples of members' products, in great variety and from all parts of the country, are being received by the N.C.A. for display in the canned foods exhibit to be held at the USDA Administration Building as a feature of "September is Canned Foods Month." Members are reminded that samples of each canned food product should be received by N.C.A. by July 25.

## Senate Passes Bill To Permit Group Bargaining for Milk

Collective bargaining between milk cooperatives and milk handlers would be authorized by a bill, S. 2444, passed by the Senate July 15. Purpose of the legislation, as described by the Senate Agriculture Committee, is "to provide exemptions from the anti-trust laws, first, to permit farmer cooperatives and their marketing agencies (as those terms are defined in the Capper-Volstead Act) to bargain in good faith in groups for the sale of milk and milk products and, second, to permit purchasers from such cooperatives or agencies, at their request, to bargain in good faith in groups with them for the purchase of milk and milk products."

The Committee report explained further that "the cooperatives at present are authorized by the Capper-Volstead Act to bargain through a marketing agency in common, which may represent all of the cooperatives in the market. The bill would make it clear that the cooperatives them-

selves may sit down in a group to bargain with handlers. Under the Robinson-Patman Act (15 U.S.C. 13(a)) the cooperatives may not discriminate in price between handlers. In the past this has required negotiations with each handler for a price which, when finally arrived at, must be uniform. By permitting joint negotiation with all handlers at one time, the bill would provide a more direct, efficient way of reaching the same result."

As introduced by Senator Aiken (Vt.), the bill would have applied to all agricultural commodities. The USDA declined to make a recommendation on the bill and deferred to the Justice Department, which opposed the bill. The Senate Agriculture Committee amended the proposal to meet "special problems recognized by Congress when it provided in the Agricultural Marketing Agreement Act of 1937 for the fixing of uniform prices in milk marketing orders."

than policy-making, but this was rejected by the Senate and the conferees.

#### SMALL BUSINESS DEFINITION

The bill carries the existing definition of a small business concern (shown below in conventional roman type) and adds an instruction to the SBA (shown below in italics) to consider differing characteristics of various industries, so that the revised definition reads as follows:

"For the purposes of this Act, a small business concern shall be deemed to be one which is independently owned and operated and which is not dominant in its field of operation. In addition to the foregoing criteria the Administrator, in making a detailed definition, may use these criteria, among others: number of employees and dollar volume of business. *Where the number of employees is used as one of the criteria in making such definition for any of the purposes of this act, the maximum number of employees which a small business concern may have under the definition shall vary from industry to industry to the extent necessary to reflect differing characteristics of such industries and to take proper account of other relevant factors.*"

[The SBA's regulation setting forth small business size standards is reproduced in the INFORMATION LETTER of Dec. 8, 1956, page 368.

[For purposes of government procurement, a small business concern is one that (1) is not dominant in its field of operation and, with its affiliates, employs fewer than 500 employees, or (2) is certified as a small business concern by the SBA.

[For purposes of financial and other assistance, a manufacturing concern is classified as small if it employs 250 or fewer employees; as large if it employs more than 1,000 employees; and either as small or large, depending on its industry. The employment size standard for canning is 250 employees.]

#### RESEARCH AND DEVELOPMENT

The legislation establishes a program of assistance to small business concerns in the field of research and development. Under this program SBA will assist small business concerns in obtaining government contracts for research and development and in obtaining the benefits of research and development performed by larger firms under government contracts or at government expense.

Also, groups of small business concerns will be able to obtain immunity

from antitrust actions, under certain circumstances, for joint programs of research and development work, with technical and other assistance provided by the SBA.

### Status of Legislation

**Agricultural trade development**—S. 3420, to raise Title I authorizations from \$4 to \$7.5 billion and to extend P. L. 480 for two years, to June 30, 1960, was passed by the Senate March 20. P. L. 480 was the subject of hearings by the House Agriculture Committee May 5-9, and an extension of P. L. 480 is provided in the omnibus farm bill, H. R. 12954, which was reported by the House Agriculture Committee June 19 and rejected by the House June 26.

**Anti-dumping Act**—H. R. 6006, to amend the Anti-dumping Act of 1921 so as to facilitate determinations under the Act, was passed by the House Aug. 29, 1957, and by the Senate, with an amendment, May 20, and sent to conference.

**CCC equity payments**—S. 2426 (Elender of La.), to authorize CCC to acquire title to unredeemed loan collateral without obligation to make equity payments, is pending before Senate Agriculture Committee, and the provisions of this bill are included in the omnibus farm bill, H. R. 12954, which was reported by the House Agriculture Committee June 19 and rejected by the House June 26.

**Country Life Commission**—H. R. 11844 (Hays of Ark.), to provide for the creation of a 25-member Country Life Commission to make broad recommendations on the total development of country life, was the subject of a public hearing by the House Agriculture Committee July 8-9.

**Customs drawback**—H. R. 9919, to amend the Tariff Act of 1930 to extend the privilege of substitution for the purpose of obtaining drawback upon reexportation of all classes of merchandise, was passed by the House Feb. 27.

**Farmworkers housing**—H. R. 9057, to provide for five-year amortization of housing facilities for farmworkers, was reported by House Ways and Means Committee Aug. 21, 1957.

**FDA food additives**—H. R. 6747 (Harris of Ark.) and S. 1895 (Hill of Ala.), the Administration-sponsored bill, H. R. 8390 (Harris of Ark.), H. R. 8629 (Wolverton of N. J.) and other food additives bills were the subject of hearings by the Health and Science Subcommittee of the House Commerce Committee in 1957 and April 15-16, 1958. N.C.A. supports H. R. 8390 and H. R. 8629. A new bill, H. R. 13254 (Williams of Miss.), was approved by the Subcommittee July 1.

**Fisheries loan fund**—S. 2720, to increase the loan fund authorization from \$10 million to \$13 million, was passed by the Senate Aug. 20, 1957. S. 3295, to increase the authorization from \$10 to \$20 million, was passed by the Senate May 29.

**Food stamp plan**—H. R. 13054, to direct the Secretary of Agriculture to establish a food stamp plan, was approved by House Agriculture Committee June 25.

**ICC agricultural exemption**—S. 3778, including the proposal to terminate the 203(b)(6) exemption for frozen fruits and vegetables, was passed by the Senate June 11 and by the House June 27, with amendments, and sent to conference; conferees met July 16, 17 and 18, and will meet again July 22.

**ICC private carrier definition**—S. 3778, including the provision amending the definition of a private motor carrier so as to stop "buy-and-sell" trucking, was passed by the Senate June 11 and by the House June 27, with amendments, and sent to conference.

**Marketing orders**—H. R. 8367 (Siak of Calif.) is designed to authorize the Secretary of Agriculture to continue marketing orders in effect even after parity is reached. No action scheduled.

**Marketing orders, cranberries**—S. 1680 (10 Senators from 5 cranberry producing states) and other bills to amend the Agricultural Marketing Agreement Act so as to authorize marketing orders for cranberries for canning, were the subject of hearings by a Senate Agriculture Subcommittee April 20, 1957. N.C.A. opposes.

**Mexican farm labor**—H. R. 10360 (Gathings of Ark.), to extend the authority under P. L. 78, 82d Congress, to import Mexican nationals for employment in agriculture, was the subject of hearings by a House Agriculture Subcommittee Feb. 25-March 3, June 9-12, and June 20. N.C.A. supports.

**Packers and Stockyards Act**—S. 1356 (O'Mahoney of Wyo.), to transfer antitrust jurisdiction over meat packing operations from USDA to FTC, was passed (as recommended by the Agriculture Committee) by the Senate May 15.

H. R. 9020, to retain USDA jurisdiction on exclusive meat packing operations, was reported by House Agriculture Committee July 9, 1957, and was considered by the Committee July 15, 1958, for agreement on amendments.

**Potato marketing and labeling**—A number of bills to prohibit the sale of potatoes of a lower grade than U. S. No. 2, under certain conditions, were the subject of hearings by the House Agriculture Committee and by the Senate Agriculture Committee in 1957. N.C.A. opposes application to canning.

**Premerger notification**—H. R. 7698 (Celler of N. Y.), to require 60 days notice prior to merger of corporations having total book value of more than \$10 million, was reported by House Judiciary Committee May 28, 1957. Similar legislation, with amendments, was approved by the Senate Antitrust Monopoly Subcommittee June 26 and is pending before the Senate Judiciary Committee.

**Raw product bargaining**—H. R. 6799 (Bow of Ohio) and H. R. 7807 (Bentley of Mich.), to authorize co-operative associations of producers to bargain with purchasers singly or in groups, are pending before House Judiciary Committee. S. 2444 (Aiken of Vt.) was passed by the Senate on the call of the calendar July 15 and has been referred to the House Judiciary Committee (see story, page 223).

**Robinson-Patman Act**—S. 11 (Kefauver of Tenn.) and H. R. 11 (Patman of Tex.), to restrict the good faith defense against a charge of price discrimination, was approved without recommendation, by Senate Antitrust Subcommittee June 21, 1957, and a substitute measure, which would apply only to foods, drugs and cosmetics, was approved by the Senate Judiciary Committee June 23; the substitute is to be formally reported to the Senate as soon as majority and minority reports are collated.

**Small Business Administration**—H. R. 7963, to extend the life of the SBA and to revise its authority, was passed by the House June 25, 1957, and by the Senate, with amendments, July 1; the conference report was adopted by the House July 10 and by the Senate July 11 and cleared for the President (see story, page 223).

**Small business tax revision**—H. R. 13382, to provide tax revision for small business, was reported by House Ways and Means Committee July 16 (see story at right).

**Trade Agreements Act**—H. R. 12591 (Mills of Ark.), to amend and extend the Trade Agreements Act for five years as recommended by the Administration, was passed by the House June 11, and was reported by the Senate Finance Committee, with amendments, July 15, and was the subject of Senate debate this week.

**Wage-Hour**—S. 1853 (Kennedy of Mass.), which includes proposal to eliminate overtime fishery exemption, was approved, without recommendation, by Senate Labor Subcommittee May 7, 1957.

**Waste disposal**—H. R. 1082 (Byrnes of Wis.), H. R. 2463 (Lipscomb of Calif.), and H. R. 4134 (Simpson of Pa.), to allow rapid amortization of waste disposal facilities and treatment works, have been introduced. N.C.A. supports the proposal, which is before House Ways and Means Committee.

## Small Business Tax Bill Reported by House Committee

Limited relief from certain income and estate tax problems of importance to small business would be provided in a bill, H. R. 13382, reported to the House by the Ways and Means Committee July 16.

Known as the "Small Business Tax Revision Act of 1958," the legislation had been introduced by Representative Mills (Ark.), chairman of the Ways and Means Committee, and Representative Reed (N. Y.), its ranking minority member.

The Committee said that the bill is not designed to provide general tax reduction for all businesses but is intended to deal with particular tax problems of small business. Principal provisions of H. R. 13382 deal with the following:

**Losses on small business stock**—Individual initial investors in the capital stock of a small business would be permitted to take an ordinary loss deduction for losses on the stock to the extent of \$25,000 a year or \$50,000 in the case of a joint return.

**Three-year net operating loss carry-back**—A net operating loss for any taxable year ending after December 31, 1957, could be carried back to be deducted against income in the third preceding taxable year, rather than for only two years. As under present law, a loss which is not offset by prior taxable income could be carried forward over the next five taxable years.

**Special depreciation for small business**—In addition to the ordinary first-year depreciation allowed on depreciable property used in a trade or business, the bill would allow a deduction of 20 percent of the cost of the tangible personal property (machinery and equipment but not buildings) with a useful life of six years or more. The rapid first-year depreciation of 20 percent could be applied only to \$10,000 of investment, or \$20,000 in a case of a joint return.

**Increase of minimum accumulated earnings credit**—The minimum credit provided by section 531 of the 1954 Code in determining the special surtax on accumulated earnings would be increased from \$60,000 to \$100,000.

**Estate tax installment payments**—A portion of the estate tax attributable to an interest in a closely-held business could be paid over 10 annual installments, under terms of this legislation. This postponement would bear interest at 4 percent a year. To be eligible for this postponement, the

business must be either (1) a proprietorship; (2) an interest in a proprietorship, which represents either 20 percent of the capital interest or in which there are 10 or less partners; or (3) ownership of stock in a corporation which represents either 20 percent of the value of the voting stock or in which there are 10 or less stockholders. The small business interest must constitute at least 35 percent of the value of the gross estate or 50 percent of the taxable estate. The postponement would apply only to the portion of the estate tax attributable to the interest of a closely-held business. Provision is made for speeding up the installment payments if more than one-half of the business interest is sold. This installment privilege is to be available for estate tax returns due after the date of enactment and to deficiencies in an estate tax arising after the date of enactment in connection with the estates of persons dying after August 17, 1954.

## Seed Storage Laboratory

USDA expects to open its new National Seed Storage Laboratory—to house all introduced seed species remaining from 60 years of U. S. plant exploration—about August 1. The new facility is located at Colorado State University at Fort Collins, Colo.

The laboratory is planned as a repository for valuable breeding stocks, including many of the wild relatives and primitive varieties of important farm crops. Many of these have useful characteristics, such as disease or insect resistance, cold hardiness, or superior growth qualities, of value to breeders trying to improve commercial varieties of crop plants.

Seeds will be stored under conditions under which they will keep as long as several decades, and will be made available to research workers without cost.

Dr. Edwin James has been named Director of the new laboratory, which is under the Crops Research Division of USDA's Agricultural Research Service. The laboratory policy committee consists of D. W. Robertson, head of the Agronomy Dept., Colorado State University; W. M. Myers, head of the Department of Agronomy and Plant Genetics, University of Minnesota; Floyd L. Winter, vice president of Associated Seed Growers, Inc.; Earl M. Page, president of Cornell Seed Co.; and H. A. Rodenhiser, Assistant Administrator of the ARS.



## Advisory Committee System Approved at USDA Meeting

At a joint meeting in Washington June 30-July 1, the Agricultural Research Policy Committee and the chairmen of USDA's 25 research and marketing advisory committees reviewed the USDA advisory committee system and endorsed its continued operation. They also reaffirmed the importance of research to agriculture.

Special reports on the functions and operation of the advisory committees were read at the joint meeting. The reports described the advisory groups as "a two-way bridge between users of the Department's research findings and scientists doing the research" and as "an avenue for exchange of information and for consultation between research workers in the Department and responsible people outside the government who are familiar with farm problems and with the contributions research can make to their solution."

The joint meeting seemingly was held in response to Congressional criticism of the USDA advisory committee system. The House Appropriations Committee stated last year that the time of the research advisory committees seems to be taken up largely with the review and approval of new projects for which additional funds are always requested, rather than for a thorough and continuing review of existing research projects which might be improved or eliminated (see INFORMATION LETTER of May 18, 1957, page 184).

Emphasizing the need for continued fundamental studies to discover new scientific principles of value in farming, the meeting agreed that "basic research will set the pace, to a large degree, for more productive applied research in the future." The meeting also agreed that the country's 4 million farmers, "although making up, in the aggregate, the nation's largest industry, are too small as individuals to do their own research."

Members of the two groups concluded that "public support of agricultural research is therefore essential. Research is a practical necessity in finding the answers to present-day farm problems and in charting a course for future program action in the best interest of the nation."

Members of the Agricultural Research Policy Committee and the advisory committees are appointed by the Secretary of Agriculture under provisions of the Research and Marketing Act of 1946. They represent

farmers and ranchers, state and private research organizations, and industries concerned with agriculture. All are from outside the federal government.

Among the chairmen of USDA research and marketing advisory com-

mittees attending the joint meeting were Russell H. Winters, National Can Corp., Chicago, vegetables; J. H. Clarke, Long Beach, Wash., deciduous fruits; and Marvin H. Walker, Florida Citrus Canners Cooperative, Lake Wales, Fla., citrus fruits.

## Text of N.C.A. Proposal on DDT Tolerance Order

Following is the text of the N.C.A. letter of comment to the FDA with respect to the tolerance for residues of DDT on sweet corn:

This comment with respect to the Notice of Proposal to amend tolerances for permitted DDT residues on sweet corn and sweet corn forage (*Federal Register*, April 18, 1958, page 2574, and June 4, 1958, page 3903) is filed by the National Canners Association on behalf of the sweet corn canning industry in order to request that the Commissioner of Food and Drugs modify the proposed amendments. This request is supported by data recently compiled by the Association based upon reports received from an industry-wide survey.

The original comment filed by the National Canners Association on May 13, 1958, requesting a delay so that additional material could be compiled and presented to the FDA, outlined the basis for objection to the proposed tolerance of zero ppm in or on husks and forage from sweet corn. The data submitted in that letter—a copy of which is attached—will be incorporated by reference, and not reported here.

The accompanying memorandum compiles data received in response to inquiries sent to all corn canners belonging to the National Canners Association, to state experiment stations, and other research agencies who might have information bearing on DDT residues. In the light of the evidence contained in this memorandum, the National Canners Association requests that the proposal in the *Federal Register* of April 18, 1958, be modified in several respects:

(1) Paragraph 1, change to read:

"State agricultural agencies in New York, Illinois, and Florida and the Entomology Research Division, Agricultural Research Service, U. S. Department of Agriculture, have advised that the tolerance of 7 parts per million for DDT on the fresh vegetable corn was not sufficient to cover residues on the corn, including husk, when marketed. Inasmuch as the residues on the corn husk are not consumed with the food, the agencies of the above-mentioned states have asked that the Commissioner of Food and Drugs take action to revise the

tolerance for DDT on the fresh vegetable corn to permit residues of  $3\frac{1}{2}$  parts per million on the kernels and cob of sweet corn."

(2) Paragraph 2, change to read:

"While there is evidence that such a tolerance will be met as regards residues of DDT on the kernels plus the cob of sweet corn, there is evidence to show that husks and forage from sweet corn treated with DDT to combat corn earworm would bear excessive residues that would render them unsuitable for feed for dairy cows. Sweet corn cannery husk and cob ensilage may be used as feed for meat animals only if the residues of DDT do not exceed 5 ppm and it is not fed 60 days prior to slaughter. Feeding under these conditions will ensure that the tolerance of 7 ppm in the fat of meat from cattle, hogs and sheep is met at the time of slaughter."

(3) Section 120.147(c), change to read:

"5 parts per million in or on sweet corn cannery husk and cob ensilage to be used for feed for meat animals up to 60 days prior to slaughter."

The National Canners Association pledges its full cooperation in dissemination of feeding recommendations in accordance with the above proposal. It believes that this proposal will effectively accomplish these objectives:

(a) Ensure the safety of the consumer by maintaining maximum DDT residues in dairy products at zero ppm, on sweet corn at  $3\frac{1}{2}$  ppm, and in the fat of meat from cattle, hogs, and sheep at 7 ppm.

(b) Enable farmers to take all necessary steps to combat the European corn borer and the corn earworm, so that sweet corn may be protected from destruction and marketed free of insect fragments.

(c) Avoid the vast economic waste of a valuable by-product material—treated sweet corn cannery husk and cob ensilage—by allowing for its use as feed for meat animals under safe and approved restrictions.

The National Canners Association respectfully requests that the interested parties be informed of the text of the new proposed order before publication in the *Federal Register*.

Respectfully submitted,

National Canners Association

## USDA Pea Promotion Report

The Agricultural Marketing Service of USDA has issued its summary report of the special Plentiful Foods program on canned and frozen peas conducted last winter. In this illustrated booklet, PF-110, the pea situation of the fall of 1957 is reviewed and a brief outline given of industry-government activities to meet it, including those of the N.C.A.

The booklet reproduces publicity samples of information media, distributive food trades, and allied organization. There are illustrations of the meetings held in Boston and Milwaukee; samples of promotion materials from canning associations and supply groups; features produced by magazine merchandising services; USDA literature including that of the extension services; processor and retailer advertising examples; in-store displays; and typical features and recipes carried by food editors in leading newspapers and magazines.

## Woman's Day

Canned foods are used generously throughout the "Complete Summer Cook Book" and "100 Menus for Carefree Summer Cooking" that appear in the July issue of *Woman's Day* magazine.

The introduction to "100 Menus for Carefree Summer Cooking" says, "It's never too hot to eat, as every three-meals-a-day homemaker knows. For the summer cook who would like a complete vacation from menu planning and a minimum of cooking and money-saving, nourishing menus to carry her straight through the summer months. They take advantage of quick mixes, frozen, canned and par-

### Articles on N.C.A. Public Relations Are Reprinted

An article by Executive Secretary Carlos Campbell describing the public relations work of the N.C.A. and an account of his presentation on the same subject at the Board of Directors meeting in May have been combined in a folder-reprint and were distributed to the membership this week. The reprints were taken from *Food Business* and *Food Field Reporter*. Their distribution was made, under the Consumer and Trade Relations Program, as a member relations function of informing the membership about the policies and methods of N.C.A. public relations activities.

tially cooked packaged foods, as well as abundant summer-fresh fruits and vegetables." Recipes for many of the dishes used in the menus are found in the "Complete Summer Cook Book."

More than 100 recipes are included in the attractively illustrated and easy-to-clip cook book section. It is the eighteenth in the series of such sections that have appeared in *Woman's Day*. A total of 86 uses of canned foods are included in the two articles.

## Good Housekeeping

In the July *Good Housekeeping* magazine the article, "When the Weather's Impossible . . . Save the Day with Soup," features many canned soup and other canned foods in the recipes and menu suggestions.

"Half the fun of serving soup is the way you present it—don't always ladle it from a tureen or spoon it from a soup bowl. Sometimes it tastes as good or better poured from a pot or pitcher, or dipped from a punch bowl, or sipped from mugs or Old-Fashioned or Pilsener glasses," is a suggestion made in the article. Four pages of handsome color photographs are used to illustrate the article and show many of the soups attractively served.

Five pages of recipes include hot and cold soups: "Simple soups, dressed for company," hearty soups and soup used as the dessert. Each recipe is accompanied by a menu suggestion. There are 58 canned foods used in the article.

## Showings of Farm Youth Films

The two motion pictures made last year by N.C.A. for the Farm Youth project of its Consumer and Trade Relations Program have been shown 295 times to a total audience of 1,308,925 persons, as of July 1 records.

The films are "The Story of John Porter," a 25-minute color film accenting the advantages to farm youth of careers in production of processing crops, and "Dear Eddie," a black and white depiction of activities of members of the National Junior Vegetable Growers Association, including the annual canning crops contest.

In June there were 10 showings and one telecast, to a total of 1,191,576 persons including high school students and 4-H club members.

Requests for prints of the two films should be addressed to Mrs. Jean Way Schoonover, Dudley-Anderson-Yutzy, 551 Fifth Ave., New York 17, N. Y.

## Successful Farming

In the cut-and-file recipe section of the July *Successful Farming* magazine is the article, "Canned Meat Magic."

About the four recipes given the article summarizes, "Time-saving ideas requiring a minimum of time for maximum good eating. All are tasty dishes from the emergency shelf." Each of the recipes is illustrated with a black and white photograph. Canned luncheon meat is used in Dressed-up Luncheon Meat; corned beef and tomato soup are used in Mock Barbecue; luncheon meat and onions are ingredients in Quickie Kabobs; and Corned Beef Hash Cakes use canned corned beef and catsup.

## Showings of 'Three Squares'

"The Three Squares," canning industry motion picture produced and distributed as part of the N.C.A. Consumer and Trade Relations Program, has been shown 900 times to a total of 4,649,594 viewers, as of July 1 records. This includes 87 TV showings of the black and white version. It does not include any of the 1958 showings booked from the supply of prints in the 73 nationwide USDA film libraries, report on which is not expected until next month.

In June there were 19 showings, including five on TV, to 609,450 audience. Nine of the June showings were arranged by Oliver Bruno of Haxton Foods, Inc., Oakfield, N. Y., to vo-ag students in various communities in the Haxton growing area. Four other showings were arranged by T. H. Richards, Jr., of Bercut-Richards Packing Co., Sacramento, Calif., to 180 persons during the spring semester of the Sacramento City Unified School District. The film was shown to an audience of 45 at the management conference conducted June 18 by the H. J. Heinz Company in Chambersburg, Pa. Arrangements for this showing were made by Heinz' manager of personnel, Leonard O. Beidel.

## 'Three Squares' at Brussels Fair

N.C.A.'s industry film, "The Three Squares," produced and distributed as part of the Consumer and Trade Relations Program, is being shown at the Brussels Fair. The film was selected by the National Broadcasting Company as one of eight to show in their booth there as a demonstration of color films.

## REPORTS ON ASSOCIATION ACTIVITIES

### Consumer Service Division

The work of the Consumer Service Division must be evaluated by "Does it create consumer desire for canned foods?" Public acceptance and desire for a food spring from many sources. To one part of the public the nutritive value is the most essential, while to other segments it may be flavor and appearance, quick and easy advantages, economical, a ready at-hand supply, or a combination of reasons.

To reach as much of the consuming public as possible requires the use of varied techniques and media in many areas. The Consumer Service Division uses the third person approach in channels of communication such as newspapers, magazines, radio, television; frequent and persistent personal contact with food leaders; and a strong school program. For greater audience appeal the theme is varied. The flow is from the Consumer Service Division to such people as food editors and teachers who in turn pass the information along to their various publics. Result: canned food impressions can be counted in the millions each month.

During the past six months the Division's staff members spent 100 days working in 31 cities. Conferences and meetings were held with magazine and newspaper food editors, radio and television people, teachers, school lunch and other institutional food service managers, home service directors of electric and gas companies, extension marketing specialists, nutritionists, government personnel, and others who influence consumers. The latest information about canned foods was discussed, and our services and publications were offered. In addition, comments and suggestions were obtained from these key people. Staff members have represented the canning industry through radio appearances and talks for local, state and national groups.

Special exclusive material was supplied 47 times the first half of the year, for use in articles, on radio or television, or in various books. Magazines representing youth, home, professions and institutional food service were supplied exclusive material ranging from complete articles to information, and recipes and photographs.

Food releases for newspapers are planned to cover the country. For the city dwellers: 2,320 copies of 28 releases including food photographs and recipes have been sent nationally during the past six months. For homemakers in small cities: three mat-recipe releases have gone out to 1,344 small dailies. For village and rural homes: mat-recipe releases went out three times to 3,000 community-weekly newspapers. A monthly radio

release reaches almost a thousand people each mailing, and three television kits were prepared for the use of television women in cities of 75 leading market areas.

More than 14,000 coupon and direct mail requests (most of which were from schools) resulted in the distribution of 967,155 copies of printed publications from January through June. Most high school girls are required to take a homemaking course in junior or senior high school. This large group of "soon-to-be-homemakers" is the chief target of the strong N.C.A. school program. Appropriate material is also supplied colleges, Girl Scouts, women's organizations, nutritionists, health personnel, and N.C.A. members.

To keep the pipe lines of distribution filled requires preparation of publications, releases, articles and special materials with a steady production of recipes and photographs in the test kitchens.

### Plans for Census-taking

The Bureau of the Census is making plans for six nationwide censuses, to be conducted within a period of 18 months beginning next January.

Among the surveys scheduled early in 1959 are the Census of Business and the Census of Manufactures, covering operations during 1958. The 1959 Census of Agriculture will be conducted in the fall of that year. The 1960 Census of Population is scheduled in the spring of 1960.

## Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of June has been reported by the Agricultural Marketing Service of USDA at 164,657,000 pounds, including quantities for defense.

### CANNED MEAT AND MEAT PRODUCTS PROCESSED UNDER FEDERAL INSPECTION, JUNE, 1958

	3 Lbs. & over	Under 3 Lbs.	Total
	(thousands of pounds)		
Luncheon meat	13,634	10,150	23,774
Canned hams	20,626	734	21,360
Beef hash	254	3,784	4,038
Chili con carne	420	5,162	5,582
Vienna sausage	66	3,950	4,016
Frankfurters and wieners in brine	1	116	117
Deviled ham		1,010	1,010
Other potted and deviled meat products	13	2,328	2,341
Tamales	90	1,077	1,168
Sliced, dried beef	22	337	360
Chopped beef	10	108	118
Meat stew	73	4,500	4,573
Spaghetti meat products	176	9,518	9,695
Tongue (not pickled)	35	127	162
Vinegar pickled products	579	1,391	1,970
Sausage		496	496
Hamburger	229	2,012	2,241
Soups	992	43,250	44,242
Sausage in oil	284	240	524
Tripe		229	229
Brains	39	172	211
Loins and pinies	2,148	66	2,215
All other products 20% or more meat	252	6,892	7,144
All other products less than 20% meat (except soup)	285	24,990	25,276
Total all products	40,220	122,639	162,859

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 164,657 thousand pounds.

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